

How do you get that  
'magical' first role?

# My career pathway ...

- PhD in Immunology
- Post doc in oncology
- Joined MAC as a Medical Writer
- Moved to Medicus International as an Account Executive
- Progressed to Director of Client Service and part of the management and leadership team at Publicis

# So why recruitment?

- Use industry knowledge and experience
- Recognised a need and opportunity for a tailored and improved recruitment service
- Desire to set up my own business
- Flexibility around young family

# A career in medical communications

- Is it for you?
- Which direction?
  - Medical writing
  - Account management

# Medical writing & account management

- What are the key skills and attributes?
  - Writing, writing, writing
  - Project management
  - Ability to understand a brief and to take instruction
  - Know when to ask for help and when to use initiative
  - Flexibility
  - Pro-activity
  - Team-work
  - Personality

# Your CV

- Concise – maximum two pages
- Publications and presentations – crucial
- Customise and adapt:
  - Lab experience, mentoring, multitasking
- Work experience
- Format
  - Layout, font
- Spelling and grammar



Everything you do and say  
is communication!

# Finding a position

- Recruitment consultants
  - Fee paid by the employer
- Direct approaches



# Recruitment consultants

- Meet you and advise on career direction
- Detailed information
- ‘Competitive landscape’
- ‘Sell you’ into the company
- Help you prepare for the interview
- Constructive feedback
- Negotiate your contract/package
- Match **you** to the **right** agency

... ..brilliant people aren't  
brilliant everywhere... ..

# Our approach

- Telephone interview
- Test for entry level candidates
  - MWs – writing, proofreading and commercial assessment
  - AEs – preparation of brief presentation
- Face-to-face meeting if at all possible
- Agree on companies to target
- Dialogue
  - During the recruitment process
  - After you have started

# The tests – what are we looking for?

- **Your current ability and future potential**
  - Timeframe and general appearance
- **General writing ability**
  - Good use of English, attention to detail, writing style
- **Scientific writing ability**
  - Understanding of science, identification of key scientific points
  - Clarity of writing/ability to pitch to correct level
- **Commercial writing ability**
  - Identification of key commercial points
  - Balance of commercial vs scientific messages

# Direct approaches

- Contacts made at the workshop
- Research companies
  - MedComms Networking
  - Websites
  - Articles/publications



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is communication!

# Communication

- Emails
- Covering letters
- Telephone conversations

# The interview – assessing your skills

- **Scientific ability** – insight from medical writing test
- **Project management** – manage several projects?
- **Flexibility** – prepared to work outside of your job description?
- **Pro-activity** – can you pick up the phone? Are you a self-starter?
- **Team-work** – willing to muck in and do your share of the tough jobs?
- **Personality** – does it fit with the current team/can they imagine working with you?



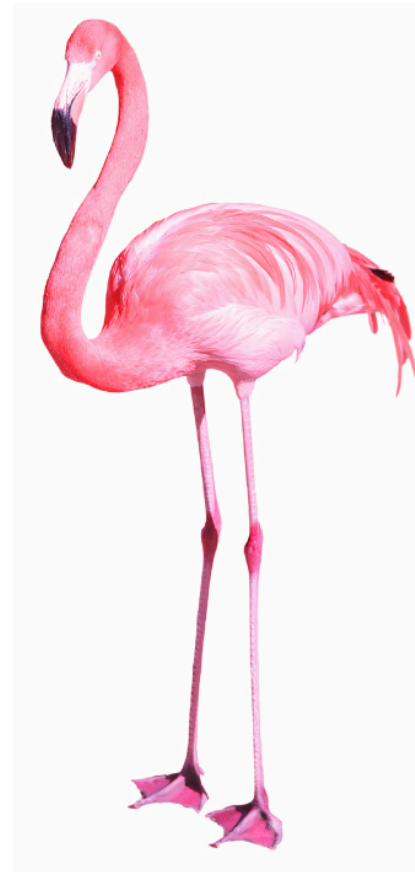


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